



CITY OF BRANSON

110 West Maddux St. • Suite 210 • Branson, Missouri 65616
(417) 334-3345 • Fax (417) 335-6042

April 2015

Dear Branson Business Leader:

Your input on the enclosed survey is extremely important. Over the coming months, the Branson Board of Aldermen will be making decisions that affect a wide range of city services and programs that include public safety, transportation, water and sewer utilities, community planning and others. To ensure that the city's priorities continue to match the needs and desires of our business community, **we need to know what you think.**

We appreciate your time. We realize this survey takes some time to complete, but every question is important. The time you invest in this survey will influence many of the decisions made about the city's future. Your responses will also allow city leaders to identify and address the many opportunities and challenges facing Branson.

Please complete and return your survey during the next seven days. Your responses will remain confidential. An enclosed postage-paid envelope has been provided for your convenience, and it has been addressed to:

ETC Institute
725 W. Frontier Circle
Olathe, Kansas 66061

If you have questions, please call Garrett Anderson, Economic Development Director, at 337-8589. Again, thank you for taking the time to complete the survey to better our community.

Sincerely,

Karen Best
Mayor

Si desea que la encuesta le sea enviada en español, favor de llamarnos 1-844-811-0411.

2015 City of Branson Business Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to identify ways to improve the quality of city services. If you have questions, please contact Garrett Anderson at 417-337-8589 or ganderson@bransonmo.gov.



1. Major categories of services provided by the City of Branson are listed below. Please rate each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Quality of police service	5	4	3	2	1	9
B.	Quality of fire service	5	4	3	2	1	9
C.	Quality of City parks and recreation facilities	5	4	3	2	1	9
D.	Maintenance of City streets and infrastructure	5	4	3	2	1	9
E.	Enforcement of City codes and ordinances	5	4	3	2	1	9
F.	Quality of customer service you receive from City employees	5	4	3	2	1	9
G.	Effectiveness of City communication with the public	5	4	3	2	1	9
H.	Management of traffic flow on City streets	5	4	3	2	1	9
I.	Management of stormwater runoff	5	4	3	2	1	9
J.	Water and Sewer rates	5	4	3	2	1	9

2. Which **THREE** of these items do you think should receive the most emphasis from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 1 above]
 1st: _____ 2nd: _____ 3rd: _____
3. Which of the following **do you use** to get information about the City of Branson? [Please check all that apply.]
- | | |
|--|--------------------------------------|
| ____ (1) Branson Tri-Lakes News | ____ (6) Social Media (Facebook) |
| ____ (2) Branson Daily Independent | ____ (7) Television news |
| ____ (3) Calling the City | ____ (8) Hometown Daily News Website |
| ____ (4) City website (www.branstonmo.gov) | ____ (9) Word of Mouth |
| ____ (5) Local Radio | ____ (10) Other: _____ |
4. How **would you like to receive** information about the City of Branson? [Please check all that apply.]
- | | |
|---|---|
| ____ (1) Traditional Media (print, broadcast) | ____ (3) Online Media (website, Facebook) |
| ____ (2) Quarterly City Newsletter | ____ (4) Other: _____ |
5. Do you know who your local (City of Branson) elected officials are?
 ____ (1) Yes ____ (2) No
6. **Regional Cooperation.** How well do you think the City of Branson works with other governmental organizations in our region, such as the school district, neighboring cities, Taney County, and the State of Missouri, when planning the future of our City?
- | | |
|-------------------------|--------------------------------|
| ____ (5) Very well | ____ (2) Not particularly well |
| ____ (4) Generally well | ____ (1) Not well at all |
| ____ (3) Somewhat well | ____ (9) Don't know |

7. Items that may influence your perception of the City of Branson are listed below. Please rate each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "very dissatisfied."

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of services provided by the City	5	4	3	2	1	9
B.	Appearance/visual attractiveness of the City	5	4	3	2	1	9
C.	Image of the City	5	4	3	2	1	9
D.	How well the City is managing growth	5	4	3	2	1	9
E.	Quality of life in the City	5	4	3	2	1	9
F.	Feeling of safety in the City	5	4	3	2	1	9
G.	Historic Downtown Branson	5	4	3	2	1	9
H.	Highway 76	5	4	3	2	1	9
I.	Value you receive for your City taxes and fees	5	4	3	2	1	9

8. Which THREE of these items do you think should receive the most emphasis from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 7 above]
 1st: _____ 2nd: _____ 3rd: _____

9. How would you rate the physical appearance of the area where your business is located?

____(1) Excellent

____(4) Poor

____(2) Good

____(9) Don't know

____(3) Average

10. Please indicate whether your business had any contact with any unit of Branson City government during the past year related to the following issues.

If YES, how would you rate the City's performance in this area?

Have you had this type of contact with the City?			Type/Area of Contact	Excellent	Good	Average	Below Average	Poor	Don't Know
A.	YES	NO	Business licensing	5	4	3	2	1	9
B.	YES	NO	Zoning	5	4	3	2	1	9
C.	YES	NO	Code enforcement	5	4	3	2	1	9
D.	YES	NO	Construction/building permits	5	4	3	2	1	9
E.	YES	NO	Construction/building Inspections	5	4	3	2	1	9
F.	YES	NO	Fire inspections	5	4	3	2	1	9

11. In the next 12 months, is your business considering any of the following?

[Please check all that apply]

____(1) Expanding your business in Branson

____(5) Closing

____(2) Relocating to another location in Branson

____(9) Don't know

____(3) Relocating to another location outside Branson

____(0) None of these

____(4) Downsizing

- 12. Future Planning.** Using a scale from "1" to "5" where "5" is "Extremely Important" and "1" is "Not Important," please indicate how important each of the following issues should be when planning the City's future?

<u>Reason</u>	Extremely Important	Very Important	Important	Less Important	Not Important
A. Preserving the small-town atmosphere in the community	5	4	3	2	1
B. Promoting more retail development to serve the needs of residents	5	4	3	2	1
C. Keeping the crime rate low	5	4	3	2	1
D. Ensuring that affordable housing is available inside the City of Branson	5	4	3	2	1
E. Minimizing tax increases	5	4	3	2	1
F. Expanding employment opportunities	5	4	3	2	1
G. Increasing the availability of arts and cultural amenities	5	4	3	2	1
H. Improving the quality of local governmental services	5	4	3	2	1
I. Improving the quality of education opportunities available	5	4	3	2	1
J. Enhancing the appearance and overall beauty of the City	5	4	3	2	1
K. Improving parks and open space	5	4	3	2	1
L. Preserving the City's image as a "family-friendly" community	5	4	3	2	1
M. Managing stormwater for water quality through stream buffers and green infrastructure requirements	5	4	3	2	1
N. Overall quality of the City infrastructure	5	4	3	2	1

- 13. Which THREE of the issues listed above do you think should be most important when planning the City's future?** [Write in the letters below using the letters from the list in Question 12 above]

1st_____ 2nd_____ 3rd_____

- 14. Overall Ratings of the City.** Using a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor," please rate the City of Branson with regard to the following:

<i>How would you rate the City of Branson:</i>	<i>Excellent</i>	<i>Good</i>	<i>Neutral</i>	<i>Below Average</i>	<i>Poor</i>	<i>Don't Know</i>
A. As a place to live	5	4	3	2	1	9
B. As a place to raise children	5	4	3	2	1	9
C. As a place to work	5	4	3	2	1	9
D. As a place to retire	5	4	3	2	1	9
E. As a place to visit	5	4	3	2	1	9
F. As a City that is moving in the right direction	5	4	3	2	1	9

- 15. Who does your business receive water service from?**

____(1) City of Branson ____ (3) Taney County Water District #3 ____ (5) Other
 ____ (2) Private Well ____ (4) Missouri American Water System ____ (9) Don't Know

16. What do you like and/or not like about having a business in Branson? [Please write your comments in the space provided]

17. What can the City of Branson do to better serve your business? [Please write your comments in the space provided]

18. Please rate the labor pool in Branson in the following areas:

<i>Area Rated</i>		<i>Excellent</i>	<i>Good</i>	<i>Average</i>	<i>Below Average</i>	<i>Poor</i>	<i>Don't Know</i>
A.	Quality of labor	5	4	3	2	1	9
B.	Availability of labor	5	4	3	2	1	9
C.	Stability of work force	5	4	3	2	1	9
D.	Attitude of employees	5	4	3	2	1	9
E.	Productivity of the workforce	5	4	3	2	1	9

19. Business Impact. Using a scale from "1" to "5" where "5" is "Extremely Important" and "1" is "Not Important," please indicate how important each of the following are to the success of your business.

<u><i>Reason</i></u>		<i>Extremely Important</i>	<i>Very Important</i>	<i>Important</i>	<i>Less Important</i>	<i>Not Important</i>	<i>Not Applicable</i>
A.	The tourism industry	5	4	3	2	1	9
B.	Membership in local organizations such as the Branson Chamber of Commerce and CVB, Lodging Associations, Theater League, etc	5	4	3	2	1	9
C.	Mass transit (buses and/or trolleys) for tourists	5	4	3	2	1	9
D.	Mass transit (buses and/or trolleys) for your employees	5	4	3	2	1	9
E.	Preserving water quality in our lakes and streams	5	4	3	2	1	9
F.	Quality of Development Standards	5	4	3	2	1	9
G.	Quality of City Infrastructure	5	4	3	2	1	9

20. Which TWO of the issues listed above do you think should be most important when planning the City's future? [Write in the letters below using the letters from the list in Question 19 above]

1st: _____

2nd: _____

21. Approximately how many employees do you employ in Branson?

- | | |
|--|--|
| <input type="checkbox"/> (1) Less than 5 | <input type="checkbox"/> (5) 50-99 |
| <input type="checkbox"/> (2) 6-10 | <input type="checkbox"/> (6) 100-249 |
| <input type="checkbox"/> (3) 11- 24 | <input type="checkbox"/> (7) 250 or more |
| <input type="checkbox"/> (4) 25-49 | |

22. How would you best describe your business? Are you a manufacturer, wholesaler, etc.? [check the most appropriate category; if you don't see a description that matches, write a description in "other"]

- | | |
|---|---|
| <input type="checkbox"/> (01) Transportation/Manufacturing | <input type="checkbox"/> (07) Finance/insurance/real estate |
| <input type="checkbox"/> (02) Communications | <input type="checkbox"/> (08) Retail trade (<u>not</u> food service) |
| <input type="checkbox"/> (03) Construction | <input type="checkbox"/> (09) Retail food service |
| <input type="checkbox"/> (04) Hotel/Motel/Lodging | <input type="checkbox"/> (10) Health care/medical/social services |
| <input type="checkbox"/> (05) Entertainment, recreation | <input type="checkbox"/> (11) Not for profit |
| <input type="checkbox"/> (06) Professional services (law, consulting, etc.) | <input type="checkbox"/> (12) Other: _____ |

23. Approximately how many years has your organization been located in Branson?

- | | |
|--|---|
| <input type="checkbox"/> (1) Less than 5 years | <input type="checkbox"/> (3) 11-20 years |
| <input type="checkbox"/> (2) 5-10 years | <input type="checkbox"/> (4) More than 20 years |

24. Which of the following best describes your position in your organization?

- ☐ (1) Owner
☐ (2) Senior manager
☐ (3) Senior staff
☐ (4) Other: _____

25. [Optional Comments] If there are any other issues or suggestions you would like to make, please provide your comments in the space listed below. [You may attach additional sheets if necessary]

This concludes the survey. Thank you for your time!

Please Return Your Completed Survey in the Enclosed Postage Paid Envelope Addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed on the sticker to the right will ONLY be used to help identify which areas of the City are having difficulties with City services. If your address is not correct, please provide the correct information. Thanks.